

UNIVERSITIES AUSTRALIA MARKETING COMMUNICATIONS AND DEVELOPMENT CONFERENCE 2018



PARTNERSHIP PROSPECTUS

MELBOURNE

24 - 25 OCTOBER 2018

#UAMCD

UNIVERSITIES AUSTRALIA MARKETING COMMUNICATIONS AND DEVELOPMENT CONFERENCE PARTNERSHIP PROSPECTUS

The Universities Australia Marketing Communications and Development conference is the peak body's annual signature event attracting more than 250 delegates from the most senior levels of the marketing, communications and development professions within our universities and external arenas as well. In 2018 the conference will be held in Melbourne from 24-25 October.

Universities Australia's annual Marketing Communications and Development conference stands out. It is a signature event run by the sector for the sector, bringing together marketing professionals, communications teams, senior media and development specialists from the higher education sector to share best practice and new ideas in a rapidly transforming environment.

It is the must-attend event for all those who have an interest in what's happening in marketing, communications and development in higher education and how it impacts on the work of universities. It is also a key go-to networking event for all those who wish to support, build relationships and do business with this dynamic and expanding sector.

WHY PARTICIPATE IN THIS CONFERENCE?

The higher education sector is a significant part of the economy, spending more than \$25 billion annually and generating an export income of \$12.9 billion in 2015.

The program is structured around key international and national speakers who make news, stimulate debate and bring about change in their fields.

Australian universities educate 1.3 million students and employ over 120,000 full-time equivalent staff. There are 246 campuses located around Australia and offshore.

Supporting the conference as a partner will lift your organisation's profile within the sector and enhance opportunities for relationship building and business opportunities. This is a networking opportunity not to be missed.

Your involvement as a partner will provide opportunities to network, support and work with the higher education sector, and will be widely promoted in the lead up to and during the conference.

WHERE AND WHEN?

VENUE

Bayview Eden Melbourne,
6 Queens Road, Melbourne

DATE

24-25 October 2018



DELEGATE PROFILE

The Universities Australia Marketing Communications and Development Conference has been incredibly successful with the number of delegates growing steadily over the years, including a number of international delegates and it is expected to continue expanding. This range of attendees broadly reflects Universities Australia's intended target audience: senior university staff in marketing, communications and development, philanthropic organisations, media and higher education sector agencies.

2017 HIGHLIGHTS

39 Australian universities represented by senior management across the marketing communications and development professions

40+ high profile presenters

250+ participants

PROGRAM

The program comprises a mix of plenary and concurrent sessions, with plenty of networking opportunities available over two full days.

FURTHER INFORMATION

Please contact Universities Australia on 02 6285 8116 or events@universitiesaustralia.edu.au if your organisation is interested in partnering with us for the 2018 Universities Australia Marketing Communications and Development Conference.

PARTNERSHIP PACKAGES

KEY PARTNER - \$10,000 (ex GST)

Available for a limited number of key partners.

The Key Partnership package includes:

- two complimentary registrations to attend the two-day conference, welcome reception and awards dinner;
- two tickets to attend a networking dinner with the UAMCD Steering Committee and senior Universities Australia representatives on Tuesday 23 October;
- the opportunity to provide satchel inserts which may include corporate or product literature, and promotional material;
- as a partner organisation you will be referenced in the Steering Committee Chairs' welcome in the conference program and your organisation's logo and details placed on the outside back cover of the conference program along with other partner organisations;
- a full-page advert in the conference program;
- the opportunity to provide a 90 second promotional video to be screened during various plenary sessions;
- your logo displayed in the main conference room and throughout the conference venue where appropriate;
- your logo displayed on the conference website, and your partnership acknowledged in the conference newsletter; and
- access to the delegate list two weeks prior to the conference in accordance with privacy legislation.

AWARDS LUNCH - \$8,000 (ex GST)

The official UAMCD Awards Lunch provides exclusive opportunity for one Partner to promote their brand at one of the key social events of the conference.

This Partnership package includes:

- one complimentary registration to attend the two-day conference, welcome reception and awards lunch;
- three additional complimentary tickets to the awards lunch;
- the opportunity to provide satchel inserts which may include corporate or product literature, and promotional material;
- acknowledgement as the lunch partner in the Steering Committee Chairs' welcome in the conference program and your organisation's logo and details will be included in the conference program and on the conference website;
- your support will be formally acknowledged by the MC of the event; and
- your logo displayed on signage at the dinner venue.

WELCOME RECEPTION - \$6,000 (ex GST)

The welcome reception is the high-profile opening event of the conference. It will be held on the Tuesday evening prior to the start of the conference, and provides exclusive opportunity for one Partner to promote their brand in a relaxed setting primed for networking.

This Partnership package includes:

- two additional tickets to the welcome reception;
- one complimentary registration to attend the two-day conference, welcome reception and awards lunch;
- the opportunity to provide satchel inserts which may include corporate or product literature, and promotional material;
- acknowledgement as the social event partner in the Steering Committee Chairs' welcome in the conference program and your organisation's logo and details will be included in the conference program and on the conference website;
- your support will be formally acknowledged by the MC of the function; and
- your signage displayed on signage at the welcome reception venue.

SATCHEL - \$6,000 (ex GST)

With one provided to each delegate, the conference satchel provides exclusive opportunity for one Partner to promote their brand extensively during, and after, the conference.

The conference satchel will be sourced and designed by Universities Australia in close consultation with the Partner, with Universities Australia to also have a small logo placed on the satchel.

This Partnership package includes:

- naming rights and logo placement on the satchel;
- one complimentary registration to attend the two-day conference, welcome reception and awards lunch;
- two additional complimentary tickets to the welcome reception;
- the opportunity to provide satchel inserts which may include corporate or product literature, and promotional material; and
- acknowledgement as the satchel partner in the Steering Committee Chairs' welcome in the conference program and your organisation's logo and details will be included in the conference program and on the conference website.

LANYARD - \$4,000 (ex GST)

Provided to every delegate, conference lanyards provide exclusive opportunity for one Partner to promote their brand through sole corporate branding. The lanyard will be sourced and designed by Universities Australia in close consultation with the Partner organisation.

This Partnership package includes:

- sole naming rights and logo placement on the lanyard;
- one complimentary registration to attend the two-day conference, welcome reception and awards lunch;
- the opportunity to provide satchel inserts which may include corporate or product literature, and promotional material; and
- acknowledgement as the lanyard partner in the Steering Committee Chairs' welcome in the program booklet and your organisation's logo and details will be included in the conference program and on the conference website.

STATIONERY - \$4,000 (ex GST)

Provided to each delegate in their conference satchel, conference stationery provides an exclusive opportunity for a Partner to promote their corporate brand to delegates. Conference stationery includes a branded notepad and pen. The stationery will be sourced and designed by Universities Australia in close consultation with the Partner.

This Partnership package includes:

- sole naming rights and logo placement on the notepad and pen placed in every delegate satchel;
- one complimentary registration to attend the two-day conference, welcome reception and awards lunch;
- the opportunity to provide satchel inserts which may include corporate or product literature, and promotional material; and
- acknowledgement as the stationery partner in the Steering Committee Chairs' welcome in the conference program and your organisation's logo and details will be included in the conference program and on the conference website.





SPONSORSHIP APPLICATION

SPONSOR DETAILS

Organisation name

Contact person

Position

Address

City

State

Postcode

Phone

Mobile phone

Email

SPONSORSHIP ITEM(S) REQUESTED

Please tick <input checked="" type="checkbox"/> the requested sponsorship and total the cost	Sponsorship		Sponsorship	
		Unit cost		Unit cost
	Key Partner	\$10,000	Satchel	\$6,000
	Awards lunch	\$8,000	Lanyard	\$4,000
	Welcome Reception	\$6,000	Stationery	\$4,000

Unit cost is ex GST

Total

PAYMENT

Please tick to indicate payment method

Direct deposit (EFT)—Banking details for EFT payments will be provided on your invoice

Cheque

Credit card (please specify): Mastercard Visa

Name on card

Card number

Expiry date

Amount

Signature

BOOKING AND PAYMENT CONDITIONS

In signing this form:

- I/we agree to be invoiced for a total indicated above.
- I/we understand that sponsorship will be confirmed with a confirmation letter and invoice from Universities Australia.
- I/we understand that Universities Australia reserves the right to reject a sponsorship at its sole discretion.
- I/we understand that payment must be made in full 60 days prior to the conference. Cancellation of sponsorship must be made in writing and will incur a fee of 50% of the total sponsorship package agreed.

Signature

Date